



HOWARD COUNTY TOURISM NEWS

Rachelina Bonacci, Executive Director, Howard County Tourism
410-313-1900, rachelina@visithowardcounty.com

Howard County Tourism, Inc. Announces New Partnership with *Maryland Life* Magazine

Ellicott City, MD (April 16, 2007)– Howard County Tourism, Inc. (HCT) today announced that it will partner with *Maryland Life* magazine and its publisher, Great State Publishing, LLC, to create a new visitors' guide for Howard County, Maryland.

"It is exciting to partner with the award-winning Great State Publishing for our new visitors' guide. *Howard Life* will truly celebrate Howard County's nationally recognized quality of life to visitors, residents and businesses alike. The trend in visitors' guides is to have the look and feel of a lifestyle magazine with feature stories on the destination's unique people, places and products, so this partnership is truly ideal." said Rachelina Bonacci, Executive Director of Howard County Tourism, Inc.

The new publication will be called *Howard Life*, and will debut on October 1, 2007. *Howard Life* will be published twice a year, in June and October. It will serve as the official visitors' guide for Howard County. The opportunity to work closely with the award-winning, Maryland-based staff of *Maryland Life* to produce a signature publication greatly appealed to HCT. In addition, the magazine-sized format of the new guide and its companion web component will allow HCT to include more editorial content about Howard County, partner organizations, and the County's unique events and attractions.

"We couldn't be more excited to be working with such an outstanding tourism organization filled with such enthusiastic, energetic tourism professionals who are absolutely excited about life in Howard County," said Dan Patrell, President of Great State Publishing and Co-Publisher/Editor of *Maryland Life*. "There are many exciting stories to tell about visiting and relocating to Howard County. This new publication will expertly serve that purpose."

The idea to partner with *Maryland Life* on a new visitors' publication originated at the 2006 Howard County Fair, where HCT and *Maryland Life* had booths across from one another in the Exhibit Hall. "Ross Peddicord [Co-Publisher of *Maryland Life*] and I were chatting during a slow night at the Fair, and it just seemed like a natural fit – *Maryland Life* is a beautiful publication, and we were looking to revamp our Guide," said Lexi Levy, Sales and Partnership Development Manager for HCT. "Six months later, the deal was inked."

Howard County Tourism, Inc., is a non-profit, membership-based organization funded by generous grants from the State and the County. Our mission is to increase, develop and promote tourism in Howard County by featuring the county's unique sites, services, products and people. For more information contact Howard County Tourism at (410) 313-1900 or check out our website: www.VisitHowardCounty.com.

Great State Publishing, LLC, publishes *Maryland Life* magazine, and soon, *Howard Life*, in addition to specialty publications and its companion website, www.MarylandLife.com. Subscription information and other information can be found online.